

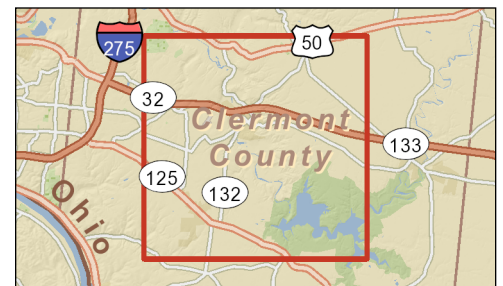
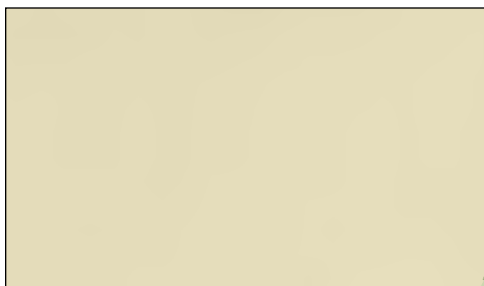
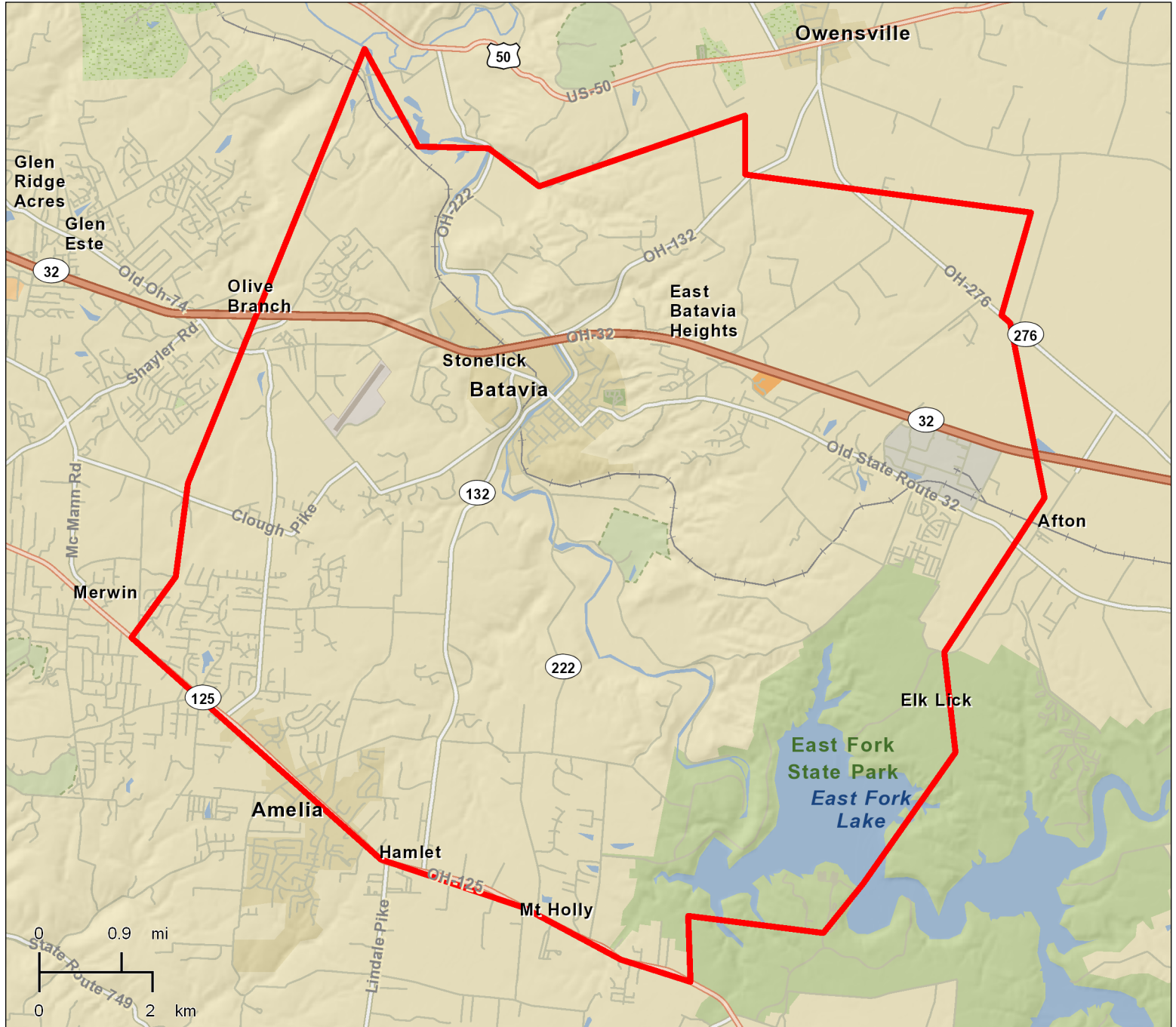


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Batavia Township, OH
CS: Batavia township
Standard Geography

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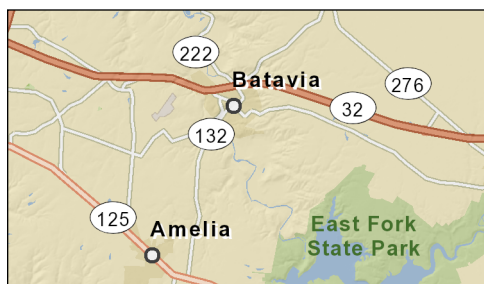
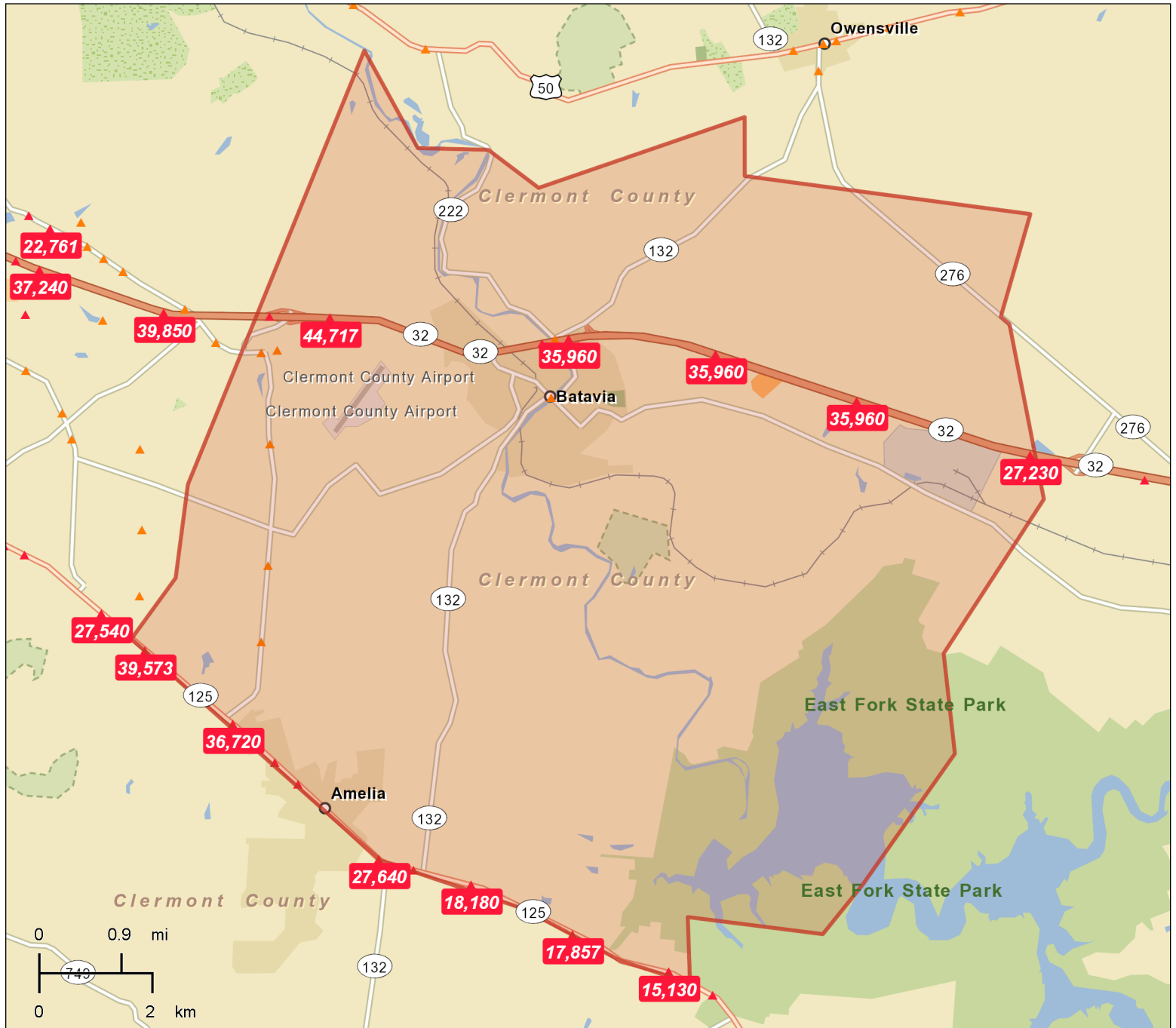


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

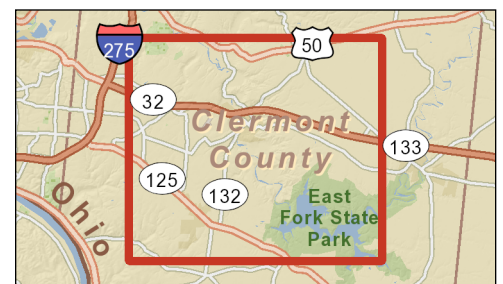
Traffic Count Map

Batavia Township, OH
3902504157 (Batavia township)
Geography: County subdivisions

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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

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Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Batavia township, OH (390...

Population Summary

2000 Total Population	17,503
2010 Total Population	23,280
2012 Total Population	23,640
2012 Group Quarters	683
2017 Total Population	24,331
2012-2017 Annual Rate	0.58%

Household Summary

2000 Households	6,238
2000 Average Household Size	2.70
2010 Households	8,476
2010 Average Household Size	2.67
2012 Households	8,580
2012 Average Household Size	2.68
2017 Households	8,911
2017 Average Household Size	2.65
2012-2017 Annual Rate	0.76%
2010 Families	6,173
2010 Average Family Size	3.10
2012 Families	6,238
2012 Average Family Size	3.10
2017 Families	6,424
2017 Average Family Size	3.09
2012-2017 Annual Rate	0.59%

Housing Unit Summary

2000 Housing Units	6,637
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	6.0%
2010 Housing Units	9,117
Owner Occupied Housing Units	64.5%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	7.0%
2012 Housing Units	9,178
Owner Occupied Housing Units	64.0%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	6.5%
2017 Housing Units	9,407
Owner Occupied Housing Units	66.2%
Renter Occupied Housing Units	28.6%
Vacant Housing Units	5.3%

Median Household Income

2012	\$51,116
2017	\$56,795

Median Home Value

2012	\$153,953
2017	\$168,935

Per Capita Income

2012	\$23,337
2017	\$26,128

Median Age

2010	34.2
2012	34.4
2017	34.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Batavia township, OH (390...

2012 Households by Income

Household Income Base	8,580
<\$15,000	14.3%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	23.1%
\$75,000 - \$99,999	12.8%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	2.9%
\$200,000+	2.1%
Average Household Income	\$62,466

2017 Households by Income

Household Income Base	8,911
<\$15,000	13.0%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	27.2%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	3.3%
\$200,000+	2.3%
Average Household Income	\$69,515

2012 Owner Occupied Housing Units by Value

Total	5,878
<\$50,000	2.5%
\$50,000 - \$99,999	13.2%
\$100,000 - \$149,999	32.0%
\$150,000 - \$199,999	29.3%
\$200,000 - \$249,999	11.8%
\$250,000 - \$299,999	5.3%
\$300,000 - \$399,999	4.0%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.0%
Average Home Value	\$167,212

2017 Owner Occupied Housing Units by Value

Total	6,224
<\$50,000	1.1%
\$50,000 - \$99,999	7.9%
\$100,000 - \$149,999	27.0%
\$150,000 - \$199,999	36.8%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	5.7%
\$300,000 - \$399,999	4.1%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.0%
Average Home Value	\$179,744

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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		Batavia township, OH (390...
2010 Population by Age		
Total		23,280
0 - 4		8.8%
5 - 9		8.0%
10 - 14		7.0%
15 - 24		12.9%
25 - 34		14.5%
35 - 44		14.1%
45 - 54		14.7%
55 - 64		10.6%
65 - 74		5.5%
75 - 84		3.1%
85 +		1.0%
18 +		72.3%
2012 Population by Age		
Total		23,640
0 - 4		8.7%
5 - 9		7.9%
10 - 14		6.9%
15 - 24		12.7%
25 - 34		14.7%
35 - 44		13.7%
45 - 54		14.3%
55 - 64		11.1%
65 - 74		5.8%
75 - 84		3.1%
85 +		1.0%
18 +		72.7%
2017 Population by Age		
Total		24,331
0 - 4		8.7%
5 - 9		7.9%
10 - 14		7.0%
15 - 24		11.9%
25 - 34		14.7%
35 - 44		13.4%
45 - 54		13.3%
55 - 64		11.7%
65 - 74		7.0%
75 - 84		3.3%
85 +		1.1%
18 +		72.9%
2010 Population by Sex		
Males		11,392
Females		11,888
2012 Population by Sex		
Males		11,602
Females		12,038
2017 Population by Sex		
Males		11,955
Females		12,376

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Batavia township, OH (390...

2010 Population by Race/Ethnicity

Total	23,280
White Alone	95.2%
Black Alone	1.6%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.8%
Hispanic Origin	1.4%
Diversity Index	11.7

2012 Population by Race/Ethnicity

Total	23,640
White Alone	94.5%
Black Alone	2.3%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.8%
Hispanic Origin	1.6%
Diversity Index	13.4

2017 Population by Race/Ethnicity

Total	24,331
White Alone	92.5%
Black Alone	3.9%
American Indian Alone	0.3%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.9%
Hispanic Origin	2.2%
Diversity Index	18.0

2010 Population by Relationship and Household Type

Total	23,280
In Households	97.1%
In Family Households	84.8%
Householder	26.5%
Spouse	19.2%
Child	34.1%
Other relative	2.3%
Nonrelative	2.6%
In Nonfamily Households	12.3%
In Group Quarters	2.9%
Institutionalized Population	2.2%
Noninstitutionalized Population	0.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Market Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Batavia township, OH (390...

2010 Households by Type

Total	8,476
Households with 1 Person	22.1%
Households with 2+ People	77.9%
Family Households	72.8%
Husband-wife Families	52.7%
With Related Children	25.3%
Other Family (No Spouse Present)	20.1%
Other Family with Male Householder	5.3%
With Related Children	3.7%
Other Family with Female Householder	14.8%
With Related Children	10.9%
Nonfamily Households	5.1%

All Households with Children	40.6%
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Multigenerational Households	3.6%
Unmarried Partner Households	7.9%
Male-female	7.5%
Same-sex	0.4%

2010 Households by Size

Total	8,476
1 Person Household	22.1%
2 Person Household	32.5%
3 Person Household	18.3%
4 Person Household	16.4%
5 Person Household	7.1%
6 Person Household	2.8%
7 + Person Household	0.9%

2010 Households by Tenure and Mortgage Status

Total	8,476
Owner Occupied	69.4%
Owned with a Mortgage/Loan	55.8%
Owned Free and Clear	13.6%
Renter Occupied	30.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Summary	Census 2010		2012		2017	
Population	23,280		23,640		24,331	
Households	8,476		8,580		8,911	
Families	6,173		6,238		6,424	
Average Household Size	2.67		2.68		2.65	
Owner Occupied Housing Units	5,883		5,878		6,224	
Renter Occupied Housing Units	2,593		2,702		2,687	
Median Age	34.2		34.4		34.9	
Trends: 2012 - 2017 Annual Rate	Area		State		National	
Population	0.58%		0.14%		0.68%	
Households	0.76%		0.28%		0.74%	
Families	0.59%		0.07%		0.72%	
Owner HHs	1.15%		0.48%		0.91%	
Median Household Income	2.13%		3.19%		2.55%	
Households by Income	2012		2017			
	Number	Percent	Number	Percent		
<\$15,000	1,223	14.3%	1,161	13.0%		
\$15,000 - \$24,999	904	10.5%	711	8.0%		
\$25,000 - \$34,999	751	8.8%	581	6.5%		
\$35,000 - \$49,999	1,271	14.8%	1,080	12.1%		
\$50,000 - \$74,999	1,985	23.1%	2,423	27.2%		
\$75,000 - \$99,999	1,096	12.8%	1,393	15.6%		
\$100,000 - \$149,999	920	10.7%	1,060	11.9%		
\$150,000 - \$199,999	248	2.9%	296	3.3%		
\$200,000+	182	2.1%	206	2.3%		
Median Household Income	\$51,116		\$56,795			
Average Household Income	\$62,466		\$69,515			
Per Capita Income	\$23,337		\$26,128			
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,046	8.8%	2,062	8.7%	2,112	8.7%
5 - 9	1,857	8.0%	1,872	7.9%	1,911	7.9%
10 - 14	1,637	7.0%	1,635	6.9%	1,697	7.0%
15 - 19	1,533	6.6%	1,488	6.3%	1,466	6.0%
20 - 24	1,477	6.3%	1,522	6.4%	1,441	5.9%
25 - 34	3,365	14.5%	3,464	14.7%	3,579	14.7%
35 - 44	3,272	14.1%	3,233	13.7%	3,262	13.4%
45 - 54	3,413	14.7%	3,376	14.3%	3,237	13.3%
55 - 64	2,462	10.6%	2,633	11.1%	2,857	11.7%
65 - 74	1,273	5.5%	1,380	5.8%	1,705	7.0%
75 - 84	712	3.1%	728	3.1%	794	3.3%
85+	233	1.0%	247	1.0%	270	1.1%
Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	22,167	95.2%	22,339	94.5%	22,502	92.5%
Black Alone	380	1.6%	534	2.3%	957	3.9%
American Indian Alone	72	0.3%	75	0.3%	83	0.3%
Asian Alone	185	0.8%	201	0.9%	244	1.0%
Pacific Islander Alone	4	0.0%	4	0.0%	5	0.0%
Some Other Race Alone	53	0.2%	61	0.3%	83	0.3%
Two or More Races	419	1.8%	426	1.8%	457	1.9%
Hispanic Origin (Any Race)	316	1.4%	377	1.6%	532	2.2%

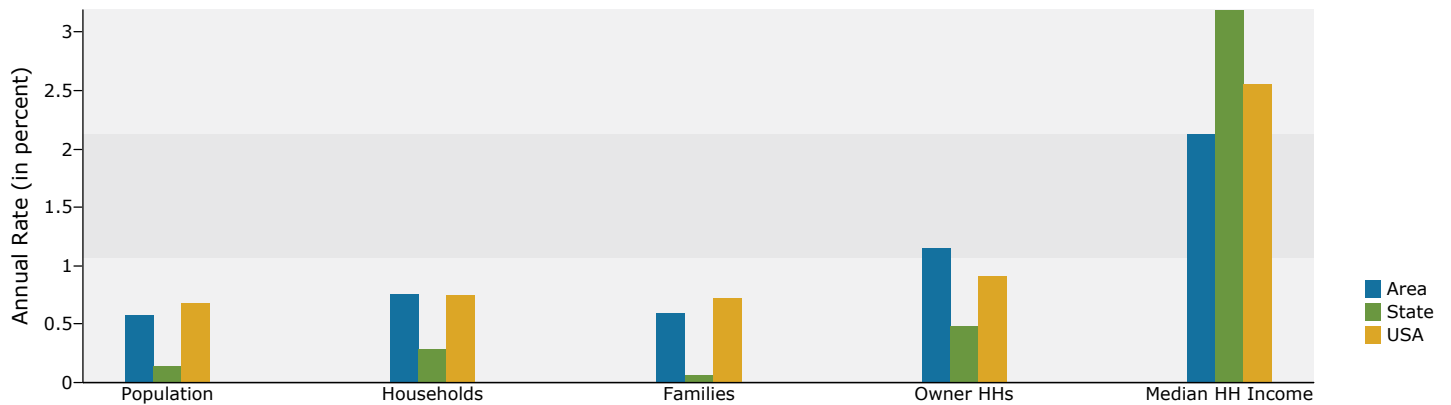
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

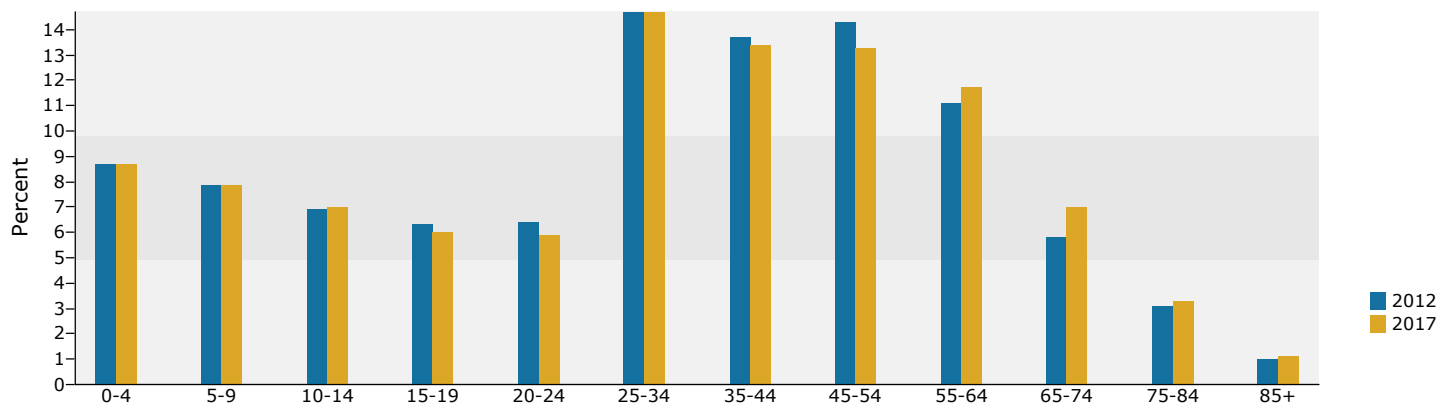
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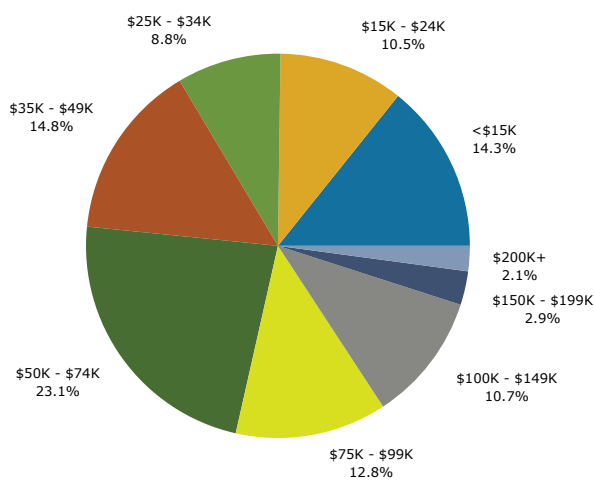
Trends 2012-2017



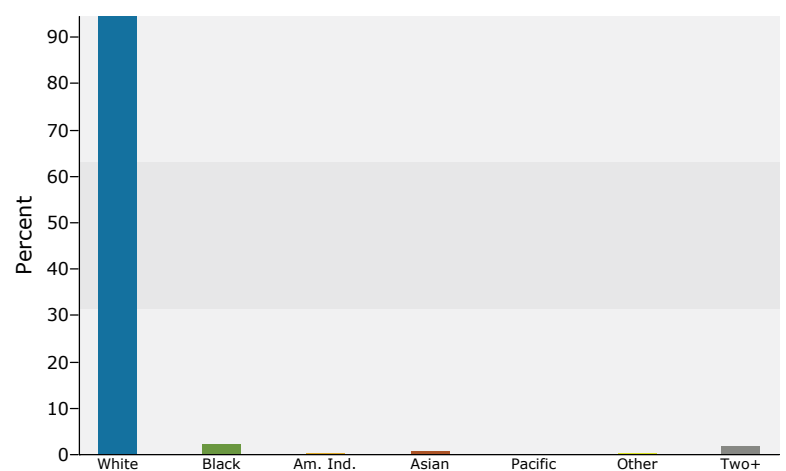
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.6%



Retail MarketPlace Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Summary Demographics

2010 Population	22,820
2010 Households	8,362
2010 Median Disposable Income	\$46,716
2010 Per Capita Income	\$25,128

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$212,782,803	\$179,368,108	\$33,414,695	8.5	119
Total Retail Trade	44-45	\$181,725,732	\$161,671,974	\$20,053,758	5.8	88
Total Food & Drink	722	\$31,057,071	\$17,696,134	\$13,360,937	27.4	31

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$43,156,355	\$31,733,199	\$11,423,156	15.3	18
Automobile Dealers	4411	\$36,758,915	\$28,912,749	\$7,846,166	11.9	10
Other Motor Vehicle Dealers	4412	\$3,032,357	\$1,654,280	\$1,378,077	29.4	5
Auto Parts, Accessories & Tire Stores	4413	\$3,365,083	\$1,166,170	\$2,198,913	48.5	3
Furniture & Home Furnishings Stores	442	\$2,979,520	\$1,332,223	\$1,647,297	38.2	5
Furniture Stores	4421	\$1,546,300	\$782,885	\$763,415	32.8	3
Home Furnishings Stores	4422	\$1,433,220	\$549,338	\$883,882	44.6	2
Electronics & Appliance Stores	4431	\$7,540,642	\$1,408,224	\$6,132,418	68.5	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,579,479	\$2,458,631	\$4,120,848	45.6	16
Bldg Material & Supplies Dealers	4441	\$6,207,199	\$2,429,997	\$3,777,202	43.7	15
Lawn & Garden Equip & Supply Stores	4442	\$372,280	\$28,634	\$343,646	85.7	1
Food & Beverage Stores	445	\$32,262,010	\$21,946,568	\$10,315,442	19.0	10
Grocery Stores	4451	\$30,926,663	\$20,788,956	\$10,137,707	19.6	4
Specialty Food Stores	4452	\$459,626	\$127,543	\$332,083	56.6	2
Beer, Wine & Liquor Stores	4453	\$875,721	\$1,030,069	-\$154,348	-8.1	4
Health & Personal Care Stores	446,4461	\$3,622,000	\$2,834,408	\$787,592	12.2	4
Gasoline Stations	447,4471	\$30,614,804	\$16,473,142	\$14,141,662	30.0	4
Clothing & Clothing Accessories Stores	448	\$5,242,093	\$604,993	\$4,637,100	79.3	2
Clothing Stores	4481	\$3,808,563	\$56,729	\$3,751,834	97.1	1
Shoe Stores	4482	\$849,847	\$0	\$849,847	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$583,683	\$548,264	\$35,419	3.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$857,732	\$75,560	\$782,172	83.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$660,204	\$75,560	\$584,644	79.5	2
Book, Periodical & Music Stores	4512	\$197,528	\$0	\$197,528	100.0	0
General Merchandise Stores	452	\$29,772,814	\$6,953,257	\$22,819,557	62.1	3
Department Stores Excluding Leased Depts.	4521	\$12,752,956	\$1,224,049	\$11,528,907	82.5	1
Other General Merchandise Stores	4529	\$17,019,858	\$5,729,208	\$11,290,650	49.6	2
Miscellaneous Store Retailers	453	\$2,523,434	\$7,064,954	-\$4,541,520	-47.4	14
Florists	4531	\$138,013	\$261,177	-\$123,164	-30.9	4
Office Supplies, Stationery & Gift Stores	4532	\$857,757	\$6,219,110	-\$5,361,353	-75.8	2
Used Merchandise Stores	4533	\$58,786	\$134,188	-\$75,402	-39.1	4
Other Miscellaneous Store Retailers	4539	\$1,468,878	\$450,479	\$1,018,399	53.1	4
Nonstore Retailers	454	\$16,574,849	\$68,786,815	-\$52,211,966	-61.2	4
Electronic Shopping & Mail-Order Houses	4541	\$15,679,148	\$68,652,112	-\$52,972,964	-62.8	3
Vending Machine Operators	4542	\$23,937	\$134,703	-\$110,766	-69.8	1
Direct Selling Establishments	4543	\$871,764	\$0	\$871,764	100.0	0
Food Services & Drinking Places	722	\$31,057,071	\$17,696,134	\$13,360,937	27.4	31
Full-Service Restaurants	7221	\$10,991,884	\$5,446,064	\$5,545,820	33.7	12
Limited-Service Eating Places	7222	\$17,311,888	\$9,333,294	\$7,978,594	29.9	13
Special Food Services	7223	\$2,178,438	\$2,726,531	-\$548,093	-11.2	3
Drinking Places - Alcoholic Beverages	7224	\$574,861	\$190,245	\$384,616	50.3	3

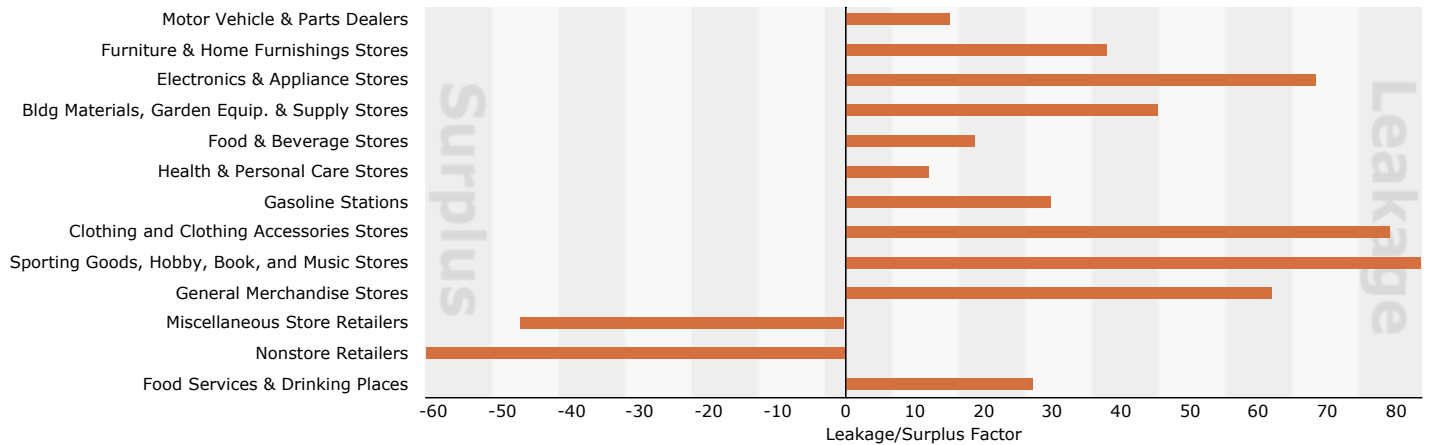
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

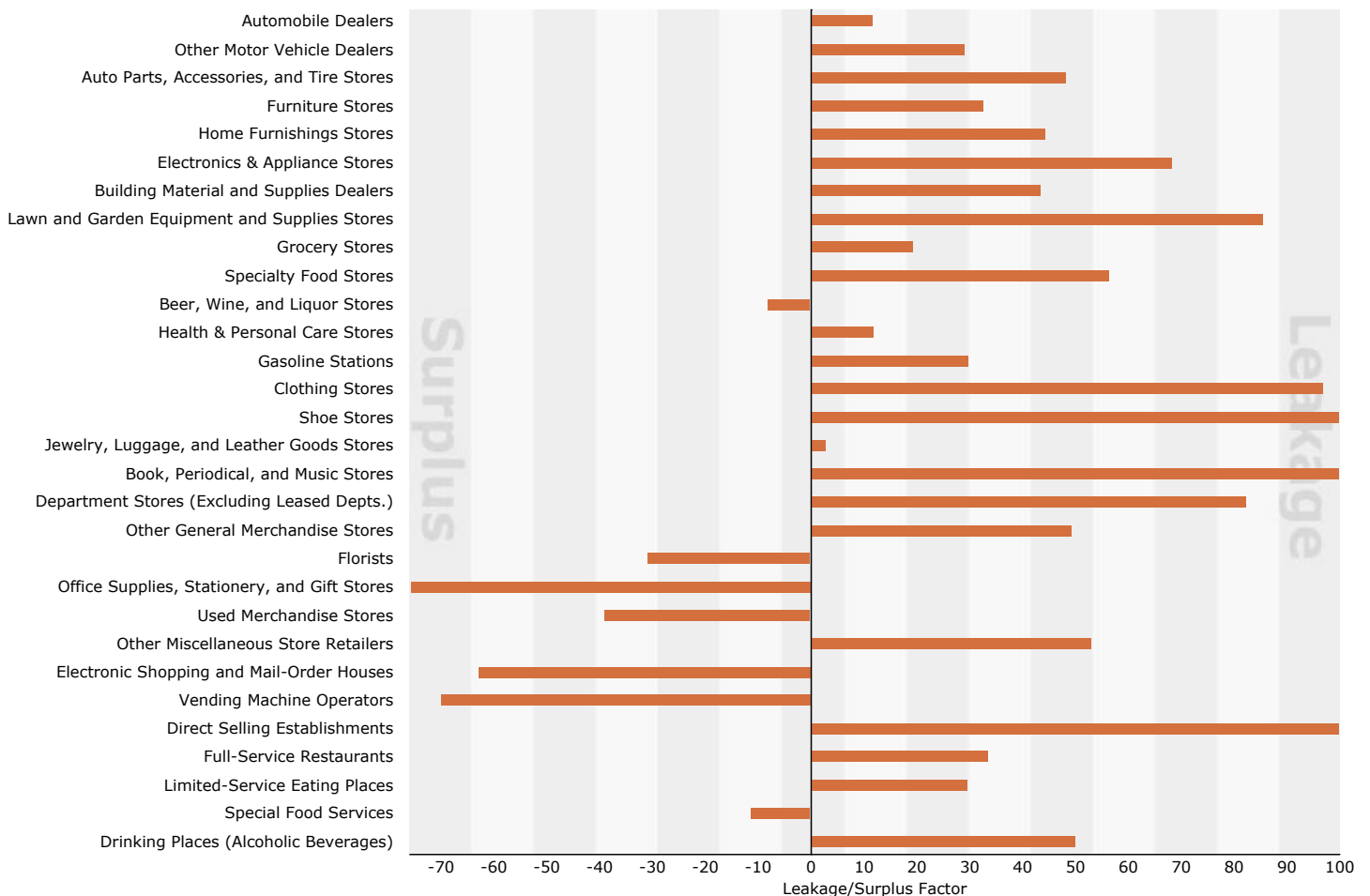
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Census 2010 Summary Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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	2000	2010	2000-2010 Annual Rate
Population	17,503	23,280	2.89%
Households	6,238	8,476	3.11%
Housing Units	6,637	9,117	3.23%
Population by Race			
Total		23,280	100.0%
Population Reporting One Race		22,861	98.2%
White		22,167	95.2%
Black		380	1.6%
American Indian		72	0.3%
Asian		185	0.8%
Pacific Islander		4	0.0%
Some Other Race		53	0.2%
Population Reporting Two or More Races		419	1.8%
Total Hispanic Population		316	1.4%
Population by Sex			
Male		11,392	48.9%
Female		11,888	51.1%
Population by Age			
Total		23,280	100.0%
Age 0 - 4		2,046	8.8%
Age 5 - 9		1,857	8.0%
Age 10 - 14		1,637	7.0%
Age 15 - 19		1,533	6.6%
Age 20 - 24		1,477	6.3%
Age 25 - 29		1,649	7.1%
Age 30 - 34		1,716	7.4%
Age 35 - 39		1,639	7.0%
Age 40 - 44		1,633	7.0%
Age 45 - 49		1,712	7.4%
Age 50 - 54		1,701	7.3%
Age 55 - 59		1,397	6.0%
Age 60 - 64		1,065	4.6%
Age 65 - 69		751	3.2%
Age 70 - 74		522	2.2%
Age 75 - 79		399	1.7%
Age 80 - 84		313	1.3%
Age 85+		233	1.0%
Age 18+		16,824	72.3%
Age 65+		2,218	9.5%
Median Age by Sex and Race/Hispanic Origin			
Total Population		34.2	
Male		33.5	
Female		35.0	
White Alone		34.7	
Black Alone		30.8	
American Indian Alone		35.6	
Asian Alone		33.6	
Pacific Islander Alone		22.5	
Some Other Race Alone		29.4	
Two or More Races		10.9	
Hispanic Population		24.1	

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

Census 2010 Summary Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.clermontcountyohio.biz

Households by Type

Total	8,476	100.0%
Households with 1 Person	1,871	22.1%
Households with 2+ People	6,605	77.9%
Family Households	6,173	72.8%
Husband-wife Families	4,468	52.7%
With Own Children	2,016	23.8%
Other Family (No Spouse Present)	1,705	20.1%
With Own Children	1,109	13.1%
Nonfamily Households	432	5.1%
All Households with Children	3,442	40.6%
Multigenerational Households	303	3.6%
Unmarried Partner Households	671	7.9%
Male-female	636	7.5%
Same-sex	35	0.4%
Average Household Size	2.67	

Family Households by Size

Total	6,173	100.0%
2 People	2,403	38.9%
3 People	1,498	24.3%
4 People	1,365	22.1%
5 People	596	9.7%
6 People	233	3.8%
7+ People	78	1.3%
Average Family Size	3.10	

Nonfamily Households by Size

Total	2,303	100.0%
1 Person	1,871	81.2%
2 People	351	15.2%
3 People	49	2.1%
4 People	21	0.9%
5 People	9	0.4%
6 People	2	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.24	

Population by Relationship and Household Type

Total	23,280	100.0%
In Households	22,597	97.1%
In Family Households	19,736	84.8%
Householder	6,173	26.5%
Spouse	4,468	19.2%
Child	7,950	34.1%
Other relative	541	2.3%
Nonrelative	604	2.6%
In Nonfamily Households	2,861	12.3%
In Group Quarters	683	2.9%
Institutionalized Population	509	2.2%
Noninstitutionalized Population	174	0.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Census 2010 Summary Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Family Households by Age of Householder

Total	6,173	100.0%
Householder Age 15 - 44	2,981	48.3%
Householder Age 45 - 54	1,398	22.6%
Householder Age 55 - 64	1,008	16.3%
Householder Age 65 - 74	503	8.1%
Householder Age 75+	283	4.6%

Nonfamily Households by Age of Householder

Total	2,303	100.0%
Householder Age 15 - 44	743	32.3%
Householder Age 45 - 54	489	21.2%
Householder Age 55 - 64	462	20.1%
Householder Age 65 - 74	305	13.2%
Householder Age 75+	304	13.2%

Households by Race of Householder

Total	8,476	100.0%
Householder is White Alone	8,166	96.3%
Householder is Black Alone	130	1.5%
Householder is American Indian Alone	23	0.3%
Householder is Asian Alone	56	0.7%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	17	0.2%
Householder is Two or More Races	83	1.0%
Households with Hispanic Householder	76	0.9%

Husband-wife Families by Race of Householder

Total	4,468	100.0%
Householder is White Alone	4,331	96.9%
Householder is Black Alone	45	1.0%
Householder is American Indian Alone	13	0.3%
Householder is Asian Alone	39	0.9%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	9	0.2%
Householder is Two or More Races	30	0.7%
Husband-wife Families with Hispanic Householder	40	0.9%

Other Families (No Spouse) by Race of Householder

Total	1,705	100.0%
Householder is White Alone	1,626	95.4%
Householder is Black Alone	36	2.1%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	9	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.1%
Householder is Two or More Races	28	1.6%
Other Families with Hispanic Householder	16	0.9%

Nonfamily Households by Race of Householder

Total	2,303	100.0%
Householder is White Alone	2,209	95.9%
Householder is Black Alone	49	2.1%
Householder is American Indian Alone	6	0.3%
Householder is Asian Alone	8	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	6	0.3%
Householder is Two or More Races	25	1.1%
Nonfamily Households with Hispanic Householder	20	0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Total Housing Units by Occupancy

Total	9,117	100.0%
Occupied Housing Units	8,476	93.0%
Vacant Housing Units		
For Rent	233	2.6%
Rented, not Occupied	16	0.2%
For Sale Only	145	1.6%
Sold, not Occupied	36	0.4%
For Seasonal/Recreational/Occasional Use	33	0.4%
For Migrant Workers	0	0.0%
Other Vacant	178	2.0%
Total Vacancy Rate	7.0%	

Households by Tenure and Mortgage Status

Total	8,476	100.0%
Owner Occupied	5,883	69.4%
Owned with a Mortgage/Loan	4,731	55.8%
Owned Free and Clear	1,152	13.6%
Average Household Size	2.78	
Renter Occupied	2,593	30.6%
Average Household Size	2.41	

Owner-occupied Housing Units by Race of Householder

Total	5,883	100.0%
Householder is White Alone	5,726	97.3%
Householder is Black Alone	60	1.0%
Householder is American Indian Alone	12	0.2%
Householder is Asian Alone	45	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	0.1%
Householder is Two or More Races	32	0.5%
Owner-occupied Housing Units with Hispanic Householder	43	0.7%

Renter-occupied Housing Units by Race of Householder

Total	2,593	100.0%
Householder is White Alone	2,440	94.1%
Householder is Black Alone	70	2.7%
Householder is American Indian Alone	11	0.4%
Householder is Asian Alone	11	0.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	9	0.3%
Householder is Two or More Races	51	2.0%
Renter-occupied Housing Units with Hispanic Householder	33	1.3%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.66
Householder is Black Alone	2.63
Householder is American Indian Alone	3.00
Householder is Asian Alone	3.02
Householder is Pacific Islander Alone	6.00
Householder is Some Other Race Alone	3.35
Householder is Two or More Races	2.60
Householder is Hispanic	3.05

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Retail Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Demographic Summary		2011	2016
Population		23,562	24,769
Population 18+		17,078	18,019
Households		8,585	9,065
Median Household Income		\$51,458	\$57,757

Product/Consumer Behavior	Expected Number Adults/HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	8,714	51.0%	102
Bought any women's apparel in last 12 months	8,254	48.3%	106
Bought apparel for child <13 in last 6 months	5,339	31.3%	110
Bought any shoes in last 12 months	9,096	53.3%	103
Bought costume jewelry in last 12 months	3,795	22.2%	107
Bought any fine jewelry in last 12 months	4,005	23.5%	107
Bought a watch in last 12 months	3,251	19.0%	98
Automobiles (Households)			
HH owns/leases any vehicle	7,512	87.5%	102
HH bought/leased new vehicle last 12 mo	806	9.4%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	15,287	89.5%	103
Bought/changed motor oil in last 12 months	9,318	54.6%	105
Had tune-up in last 12 months	5,590	32.7%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	10,448	61.2%	99
Drank regular cola in last 6 months	8,867	51.9%	102
Drank beer/ale in last 6 months	7,223	42.3%	99
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,075	12.2%	95
Bought film in last 12 months	3,359	19.7%	103
Bought digital camera in last 12 months	1,132	6.6%	97
Bought memory card for camera in last 12 months	1,264	7.4%	97
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	6,214	36.4%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	3,518	20.6%	97
Avg monthly cell/mobile phone/PDA bill: \$50-99	5,754	33.7%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	3,866	22.6%	107
Computers (Households)			
HH owns a personal computer	6,577	76.6%	103
Spent <\$500 on most recent home PC purchase	795	9.3%	107
Spent \$500-\$999 on most recent home PC purchase	1,661	19.3%	108
Spent \$1000-\$1499 on most recent home PC purchase	1,133	13.2%	101
Spent \$1500-\$1999 on most recent home PC purchase	626	7.3%	102
Spent \$2000+ on most recent home PC purchase	545	6.3%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 18, 2013

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Retail Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	10,700	62.7%	104
Bought cigarettes at convenience store in last 30 days	2,999	17.6%	114
Bought gas at convenience store in last 30 days	6,249	36.6%	110
Spent at convenience store in last 30 days: <\$20	1,589	9.3%	97
Spent at convenience store in last 30 days: \$20-39	1,717	10.1%	99
Spent at convenience store in last 30 days: \$40+	6,726	39.4%	110
Entertainment (Adults)			
Attended movies in last 6 months	10,183	59.6%	101
Went to live theater in last 12 months	2,236	13.1%	99
Went to a bar/night club in last 12 months	3,438	20.1%	105
Dined out in last 12 months	8,864	51.9%	106
Gambled at a casino in last 12 months	2,732	16.0%	100
Visited a theme park in last 12 months	3,736	21.9%	102
DVDs rented in last 30 days: 1	570	3.3%	126
DVDs rented in last 30 days: 2	919	5.4%	116
DVDs rented in last 30 days: 3	521	3.1%	95
DVDs rented in last 30 days: 4	657	3.8%	100
DVDs rented in last 30 days: 5+	2,643	15.5%	117
DVDs purchased in last 30 days: 1	953	5.6%	112
DVDs purchased in last 30 days: 2	967	5.7%	120
DVDs purchased in last 30 days: 3-4	887	5.2%	113
DVDs purchased in last 30 days: 5+	870	5.1%	98
Spent on toys/games in last 12 months: <\$50	1,051	6.2%	101
Spent on toys/games in last 12 months: \$50-\$99	536	3.1%	114
Spent on toys/games in last 12 months: \$100-\$199	1,294	7.6%	106
Spent on toys/games in last 12 months: \$200-\$499	2,051	12.0%	111
Spent on toys/games in last 12 months: \$500+	1,094	6.4%	112
Financial (Adults)			
Have home mortgage (1st)	3,634	21.3%	111
Used ATM/cash machine in last 12 months	9,518	55.7%	110
Own any stock	1,566	9.2%	100
Own U.S. savings bond	1,251	7.3%	108
Own shares in mutual fund (stock)	1,686	9.9%	105
Own shares in mutual fund (bonds)	1,120	6.6%	111
Used full service brokerage firm in last 12 months	1,035	6.1%	97
Have savings account	6,857	40.2%	111
Have 401K retirement savings	3,415	20.0%	113
Did banking over the Internet in last 12 months	5,296	31.0%	113
Own any credit/debit card (in own name)	13,179	77.2%	105
Avg monthly credit card expenditures: <\$111	2,475	14.5%	105
Avg monthly credit card expenditures: \$111-225	1,362	8.0%	103
Avg monthly credit card expenditures: \$226-450	1,337	7.8%	104
Avg monthly credit card expenditures: \$451-700	1,099	6.4%	101
Avg monthly credit card expenditures: \$701+	2,182	12.8%	95

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 18, 2013

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	12,542	73.4%	104
Used bread in last 6 months	16,597	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	13,524	79.2%	103
Used fish/seafood (fresh or frozen) in last 6 months	9,119	53.4%	101
Used fresh fruit/vegetables in last 6 months	15,033	88.0%	101
Used fresh milk in last 6 months	15,627	91.5%	101
Health (Adults)			
Exercise at home 2+ times per week	5,430	31.8%	106
Exercise at club 2+ times per week	2,057	12.0%	97
Visited a doctor in last 12 months	13,582	79.5%	103
Used vitamin/dietary supplement in last 6 months	8,253	48.3%	100
Home (Households)			
Any home improvement in last 12 months	2,860	33.3%	106
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,256	14.6%	93
Purchased any HH furnishing in last 12 months	2,716	31.6%	105
Purchased bedding/bath goods in last 12 months	4,815	56.1%	103
Purchased cooking/serving product in last 12 months	2,489	29.0%	106
Bought any kitchen appliance in last 12 months	1,569	18.3%	105
Insurance (Adults)			
Currently carry any life insurance	8,627	50.5%	106
Have medical/hospital/accident insurance	12,537	73.4%	103
Carry homeowner insurance	8,905	52.1%	100
Carry renter insurance	1,213	7.1%	115
Have auto/other vehicle insurance	14,509	85.0%	103
Pets (Households)			
HH owns any pet	4,575	53.3%	104
HH owns any cat	2,199	25.6%	107
HH owns any dog	3,482	40.6%	108
Reading Materials (Adults)			
Bought book in last 12 months	8,893	52.1%	104
Read any daily newspaper	6,949	40.7%	99
Heavy magazine reader	3,597	21.1%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	12,924	75.7%	105
Went to family restaurant/steak house last mo: <2 times	4,407	25.8%	101
Went to family restaurant/steak house last mo: 2-4 times	4,783	28.0%	104
Went to family restaurant/steak house last mo: 5+ times	3,733	21.9%	113
Went to fast food/drive-in restaurant in last 6 mo	15,414	90.3%	102
Went to fast food/drive-in restaurant <6 times/mo	5,907	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/mo	4,937	28.9%	100
Went to fast food/drive-in restaurant 14+ times/mo	4,570	26.8%	108
Fast food/drive-in last 6 mo: eat in	6,256	36.6%	97
Fast food/drive-in last 6 mo: home delivery	1,935	11.3%	109
Fast food/drive-in last 6 mo: take-out/drive-thru	9,714	56.9%	109
Fast food/drive-in last 6 mo: take-out/walk-in	4,027	23.6%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 18, 2013

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Retail Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.clermontcountyohio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	5,442	63.4%	98
HH average monthly long distance phone bill: <\$16	2,346	27.3%	99
HH average monthly long distance phone bill: \$16-25	956	11.1%	97
HH average monthly long distance phone bill: \$26-59	670	7.8%	85
HH average monthly long distance phone bill: \$60+	356	4.1%	93
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,566	18.2%	92
HH owns 2 TVs	2,273	26.5%	101
HH owns 3 TVs	2,017	23.5%	105
HH owns 4+ TVs	1,925	22.4%	107
HH subscribes to cable TV	5,238	61.0%	105
HH Purchased audio equipment in last 12 months	892	10.4%	107
HH Purchased CD player in last 12 months	347	4.0%	104
HH Purchased DVD player in last 12 months	905	10.5%	108
HH Purchased MP3 player in last 12 months	1,864	10.9%	107
HH Purchased video game system in last 12 months	989	11.5%	107
Travel (Adults)			
Domestic travel in last 12 months	9,203	53.9%	103
Took 3+ domestic trips in last 12 months	2,560	15.0%	101
Spent on domestic vacations last 12 mo: <\$1000	2,269	13.3%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	1,188	7.0%	104
Spent on domestic vacations last 12 mo: \$1500-\$1999	761	4.5%	109
Spent on domestic vacations last 12 mo: \$2000-\$2999	717	4.2%	101
Spent on domestic vacations last 12 mo: \$3000+	832	4.9%	96
Foreign travel in last 3 years	4,132	24.2%	93
Took 3+ foreign trips by plane in last 3 years	666	3.9%	81
Spent on foreign vacations last 12 mo: <\$1000	913	5.3%	89
Spent on foreign vacations last 12 mo: \$1000-\$2999	576	3.4%	82
Spent on foreign vacations last 12 mo: \$3000+	707	4.1%	83
Stayed 1+ nights at hotel/motel in last 12 months	7,187	42.1%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 18, 2013

Made with Esri Business Analyst



Restaurant Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.clermontcountyohio.biz

Demographic Summary		2011	2016
Population		23,562	24,769
Population 18+		17,078	18,019
Households		8,585	9,065
Median Household Income		\$51,458	\$57,757
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	12,924	75.7%	105
Family restaurant/steak house last month: <2 times	4,407	25.8%	101
Family restaurant/steak house last month: 2-4 times	4,783	28.0%	104
Family restaurant/steak house last month: 5+ times	3,733	21.9%	113
Family restaurant/steak house last 6 months: breakfast	2,553	14.9%	114
Family restaurant/steak house last 6 months: lunch	4,439	26.0%	105
Family restaurant/steak house last 6 months: snack	417	2.4%	87
Family restaurant/steak house last 6 months: dinner	9,886	57.9%	110
Family restaurant/steak house last 6 months: weekday	7,226	42.3%	110
Family restaurant/steak house last 6 months: weekend	8,302	48.6%	110
Family restaurant/steak house last 6 months: Applebee's	4,884	28.6%	114
Family restaurant/steak house last 6 months: Bennigan's	437	2.6%	115
Family restaurant/steak house last 6 months: Bob Evans Farm	916	5.4%	119
Family restaurant/steak house last 6 months: Cheesecake Factory	1,023	6.0%	90
Family restaurant/steak house last 6 months: Chili's Grill & Bar	2,270	13.3%	114
Family restaurant/steak house last 6 months: Cracker Barrel	2,224	13.0%	119
Family restaurant/steak house last 6 months: Denny's	1,573	9.2%	102
Family restaurant/steak house last 6 months: Friendly's	600	3.5%	89
Family restaurant/steak house last 6 months: Golden Corral	1,484	8.7%	121
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	2,135	12.5%	107
Family restaurant/steak house last 6 months: Lone Star Steakhouse	549	3.2%	119
Family restaurant/steak house last 6 months: Old Country Buffet	554	3.2%	115
Family restaurant/steak house last 6 months: Olive Garden	3,417	20.0%	113
Family restaurant/steak house last 6 months: Outback Steakhouse	2,122	12.4%	109
Family restaurant/steak house last 6 months: Perkins	723	4.2%	118
Family restaurant/steak house last 6 months: Red Lobster	2,325	13.6%	102
Family restaurant/steak house last 6 months: Red Robin	1,151	6.7%	120
Family restaurant/steak house last 6 months: Ruby Tuesday	1,547	9.1%	109
Family restaurant/steak house last 6 months: Ryan's	580	3.4%	91
Family restaurant/steak house last 6 months: Sizzler	522	3.1%	100
Family restaurant/steak house last 6 months: T.G.I. Friday's	1,921	11.2%	109
Went to fast food/drive-in restaurant in last 6 months	15,414	90.3%	102
Went to fast food/drive-in restaurant <6 times/month	5,907	34.6%	99
Went to fast food/drive-in restaurant 6-13 times/month	4,937	28.9%	100
Went to fast food/drive-in restaurant 14+ times/month	4,570	26.8%	108
Fast food/drive-in last 6 months: breakfast	4,871	28.5%	104
Fast food/drive-in last 6 months: lunch	10,514	61.6%	105
Fast food/drive-in last 6 months: snack	2,899	17.0%	97
Fast food/drive-in last 6 months: dinner	8,924	52.3%	108

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 18, 2013

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.clermontcountyohio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	11,972	70.1%	106
Fast food/drive-in last 6 months: weekend	8,467	49.6%	103
Fast food/drive-in last 6 months: A & W	813	4.8%	105
Fast food/drive-in last 6 months: Arby's	4,099	24.0%	118
Fast food/drive-in last 6 months: Boston Market	761	4.5%	93
Fast food/drive-in last 6 months: Burger King	6,438	37.7%	105
Fast food/drive-in last 6 months: Captain D's	836	4.9%	97
Fast food/drive-in last 6 months: Carl's Jr.	852	5.0%	78
Fast food/drive-in last 6 months: Checkers	508	3.0%	93
Fast food/drive-in last 6 months: Chick-fil-A	2,739	16.0%	124
Fast food/drive-in last 6 months: Chipotle Mex. Grill	1,078	6.3%	103
Fast food/drive-in last 6 months: Chuck E. Cheese	801	4.7%	105
Fast food/drive-in last 6 months: Church's Fr. Chicken	762	4.5%	104
Fast food/drive-in last 6 months: Dairy Queen	3,190	18.7%	118
Fast food/drive-in last 6 months: Del Taco	467	2.7%	80
Fast food/drive-in last 6 months: Domino's Pizza	2,268	13.3%	99
Fast food/drive-in last 6 months: Dunkin' Donuts	1,702	10.0%	87
Fast food/drive-in last 6 months: Fuddruckers	583	3.4%	121
Fast food/drive-in last 6 months: Hardee's	1,102	6.5%	96
Fast food/drive-in last 6 months: Jack in the Box	1,690	9.9%	94
Fast food/drive-in last 6 months: KFC	4,670	27.3%	100
Fast food/drive-in last 6 months: Little Caesars	1,486	8.7%	119
Fast food/drive-in last 6 months: Long John Silver's	1,177	6.9%	110
Fast food/drive-in last 6 months: McDonald's	9,810	57.4%	103
Fast food/drive-in last 6 months: Panera Bread	1,743	10.2%	105
Fast food/drive-in last 6 months: Papa John's	1,760	10.3%	118
Fast food/drive-in last 6 months: Pizza Hut	3,897	22.8%	104
Fast food/drive-in last 6 months: Popeyes	1,235	7.2%	99
Fast food/drive-in last 6 months: Quiznos	1,682	9.8%	108
Fast food/drive-in last 6 months: Sonic Drive-In	2,291	13.4%	114
Fast food/drive-in last 6 months: Starbucks	2,491	14.6%	97
Fast food/drive-in last 6 months: Steak n Shake	1,057	6.2%	123
Fast food/drive-in last 6 months: Subway	5,759	33.7%	107
Fast food/drive-in last 6 months: Taco Bell	6,031	35.3%	110
Fast food/drive-in last 6 months: Wendy's	5,796	33.9%	110
Fast food/drive-in last 6 months: Whataburger	965	5.7%	116
Fast food/drive-in last 6 months: White Castle	712	4.2%	105
Fast food/drive-in last 6 months: eat in	6,256	36.6%	97
Fast food/drive-in last 6 months: home delivery	1,935	11.3%	109
Fast food/drive-in last 6 months: take-out/drive-thru	9,714	56.9%	109
Fast food/drive-in last 6 months: take-out/walk-in	4,027	23.6%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 18, 2013

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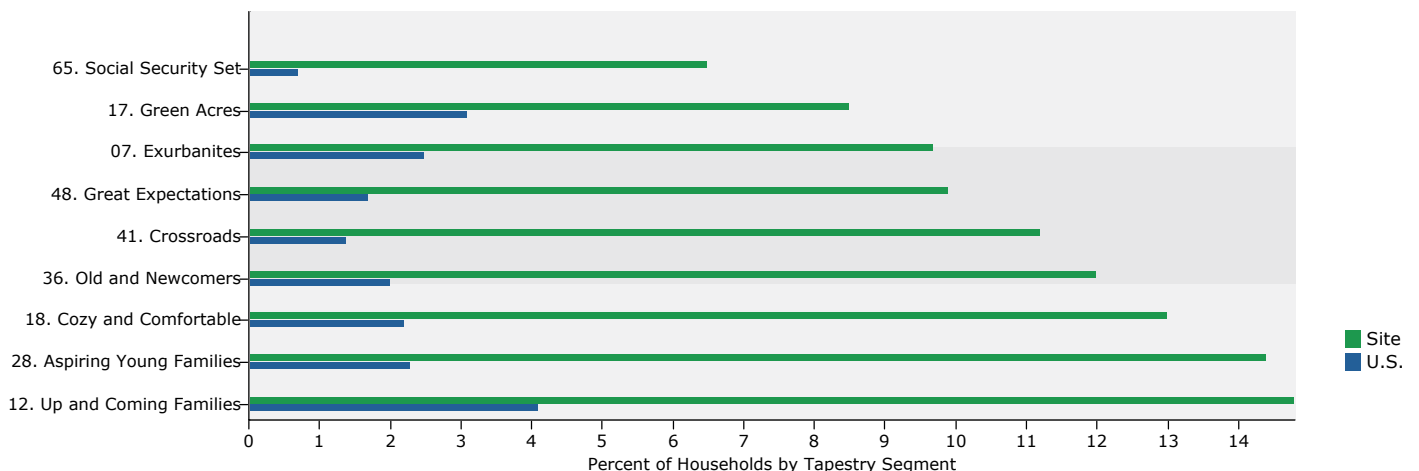
Tapestry Segmentation Area Profile

Batavia Township, OH
 Batavia township, OH (3902504157)
 Geography: County Subdivision

www.clermontcountyohio.biz

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	12. Up and Coming Families	14.8%	14.8%	4.1%	4.1%	361
2	28. Aspiring Young Families	14.4%	29.2%	2.3%	6.4%	626
3	18. Cozy and Comfortable	13.0%	42.2%	2.2%	8.6%	591
4	36. Old and Newcomers	12.0%	54.2%	2.0%	10.6%	600
5	41. Crossroads	11.2%	65.4%	1.4%	12.0%	800
Subtotal		65.4%		12.0%		
6	48. Great Expectations	9.9%	75.3%	1.7%	13.7%	582
7	07. Exurbanites	9.7%	85.0%	2.5%	16.2%	388
8	17. Green Acres	8.5%	93.5%	3.1%	19.3%	274
9	65. Social Security Set	6.5%	100.0%	0.7%	20.0%	929
Subtotal		34.6%		8.0%		
Total		100.0%		20.0%		500

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst



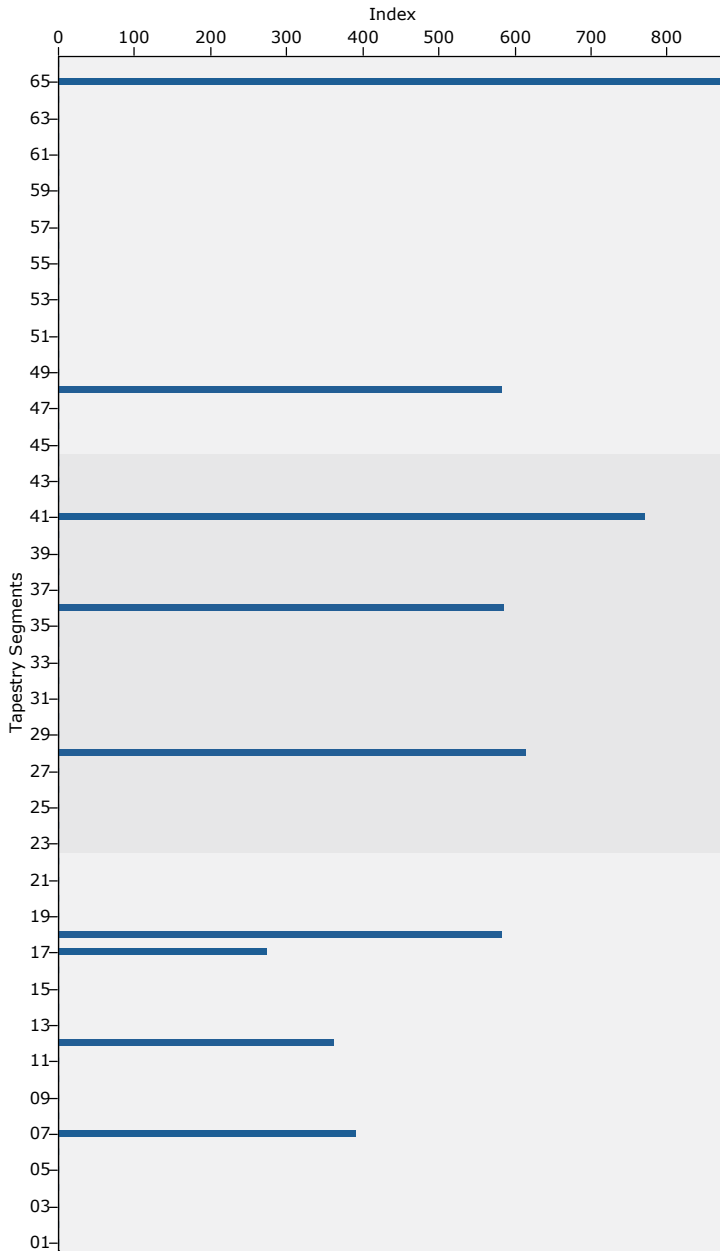
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Tapestry Segmentation Area Profile

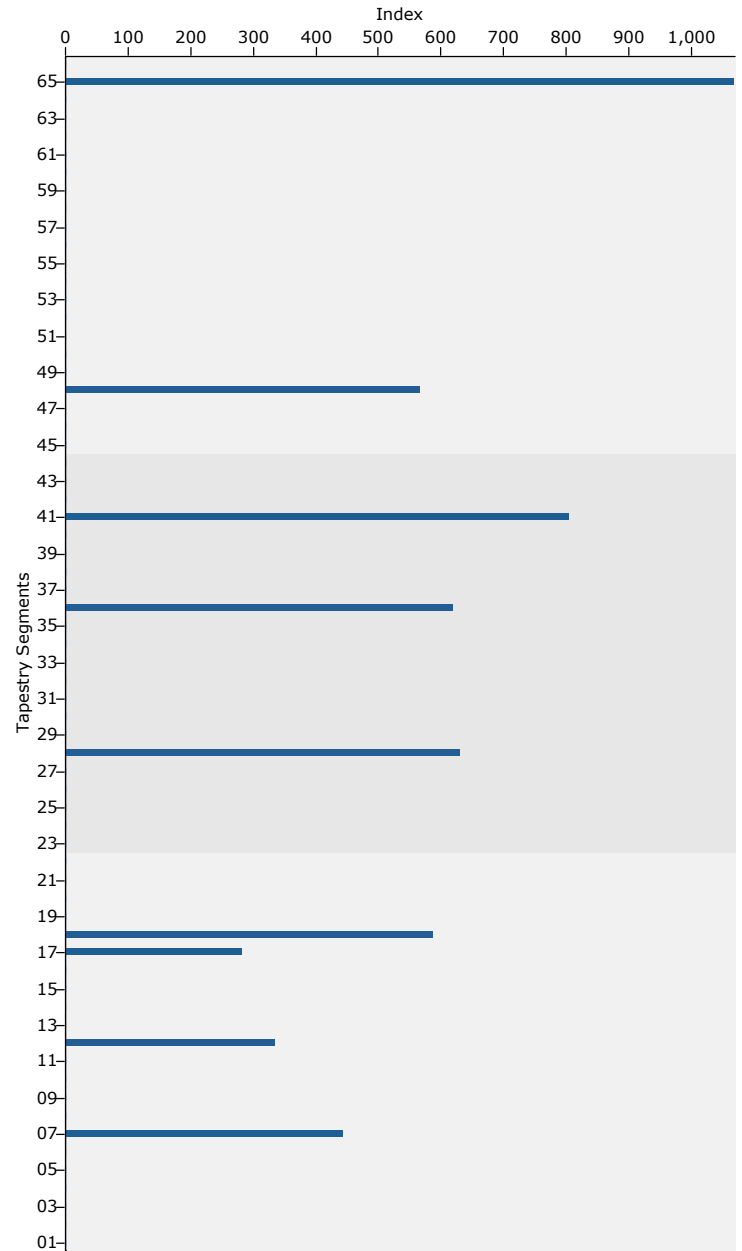
Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.clermontcountyohio.biz

Tapestry Indexes by Households



Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.clermontcountyohio.biz

Tapestry LifeMode Groups		2011 Households			2011 Population		
		Number	Percent	Index	Number	Percent	Index
Total:		8,585	100.0%		23,562	100.0%	
L1. High Society		829	9.7%	77	2,564	10.9%	80
01 Top Rung		0	0.0%	0	0	0.0%	0
02 Suburban Splendor		0	0.0%	0	0	0.0%	0
03 Connoisseurs		0	0.0%	0	0	0.0%	0
04 Boomburbs		0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs		0	0.0%	0	0	0.0%	0
06 Sophisticated Squires		0	0.0%	0	0	0.0%	0
07 Exurbanites		829	9.7%	392	2,564	10.9%	445
L2. Upscale Avenues		1,851	21.6%	163	5,194	22.0%	168
09 Urban Chic		0	0.0%	0	0	0.0%	0
10 Pleasant-Ville		0	0.0%	0	0	0.0%	0
11 Pacific Heights		0	0.0%	0	0	0.0%	0
13 In Style		0	0.0%	0	0	0.0%	0
16 Enterprising Professionals		0	0.0%	0	0	0.0%	0
17 Green Acres		731	8.5%	276	2,132	9.0%	285
18 Cozy and Comfortable		1,120	13.0%	584	3,062	13.0%	590
L3. Metropolis		0	0.0%	0	0	0.0%	0
20 City Lights		0	0.0%	0	0	0.0%	0
22 Metropolitans		0	0.0%	0	0	0.0%	0
45 City Strivers		0	0.0%	0	0	0.0%	0
51 Metro City Edge		0	0.0%	0	0	0.0%	0
54 Urban Rows		0	0.0%	0	0	0.0%	0
62 Modest Income Homes		0	0.0%	0	0	0.0%	0
L4. Solo Acts		1,026	12.0%	163	2,322	9.9%	178
08 Laptops and Lattes		0	0.0%	0	0	0.0%	0
23 Trendsetters		0	0.0%	0	0	0.0%	0
27 Metro Renters		0	0.0%	0	0	0.0%	0
36 Old and Newcomers		1,026	12.0%	588	2,322	9.9%	622
39 Young and Restless		0	0.0%	0	0	0.0%	0
L5. Senior Styles		559	6.5%	52	1,351	5.7%	54
14 Prosperous Empty Nesters		0	0.0%	0	0	0.0%	0
15 Silver and Gold		0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees		0	0.0%	0	0	0.0%	0
30 Retirement Communities		0	0.0%	0	0	0.0%	0
43 The Elders		0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers		0	0.0%	0	0	0.0%	0
50 Heartland Communities		0	0.0%	0	0	0.0%	0
57 Simple Living		0	0.0%	0	0	0.0%	0
65 Social Security Set		559	6.5%	880	1,351	5.7%	1070
L6. Scholars & Patriots		0	0.0%	0	0	0.0%	0
40 Military Proximity		0	0.0%	0	0	0.0%	0
55 College Towns		0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas		0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

Batavia Township, OH
Batavia township, OH (3902504157)
Geography: County Subdivision

www.clermontcountyohio.biz

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,585	100.0%		23,562	100.0%	
L7. High Hopes	2,091	24.4%	603	5,498	23.3%	607
28 Aspiring Young Families	1,237	14.4%	616	3,423	14.5%	632
48 Great Expectations	854	9.9%	584	2,075	8.8%	569
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,269	14.8%	167	3,715	15.8%	151
12 Up and Coming Families	1,269	14.8%	363	3,715	15.8%	337
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	960	11.2%	129	2,918	12.4%	145
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	960	11.2%	773	2,918	12.4%	806
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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April 18, 2013

Made with Esri Business Analyst



Tapestry Segmentation Area Profile

Batavia Township, OH
Batavia township, OH (3902504157)
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www.clermontcountyohio.biz

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,585	100.0%		23,562	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	559	6.5%	135	1,351	5.7%	105
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	559	6.5%	880	1,351	5.7%	1070
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	2,263	26.4%	239	5,745	24.4%	243
28 Aspiring Young Families	1,237	14.4%	616	3,423	14.5%	632
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	1,026	12.0%	588	2,322	9.9%	622
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	854	9.9%	95	2,075	8.8%	79
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	854	9.9%	584	2,075	8.8%	569

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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Tapestry Segmentation Area Profile

Batavia Township, OH
Batavia township, OH (3902504157)
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Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	8,585	100.0%		23,562	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	2,098	24.4%	151	6,279	26.6%	161
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	829	9.7%	392	2,564	10.9%	445
12 Up and Coming Families	1,269	14.8%	363	3,715	15.8%	337
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,120	13.0%	145	3,062	13.0%	156
18 Cozy and Comfortable	1,120	13.0%	584	3,062	13.0%	590
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	960	11.2%	241	2,918	12.4%	283
41 Crossroads	960	11.2%	773	2,918	12.4%	806
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	731	8.5%	80	2,132	9.0%	85
17 Green Acres	731	8.5%	276	2,132	9.0%	285
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 18, 2013

Made with Esri Business Analyst

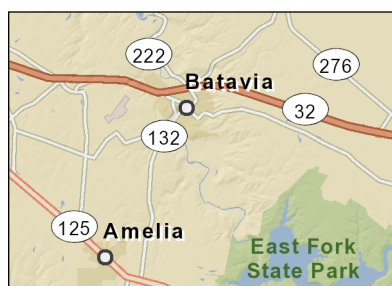
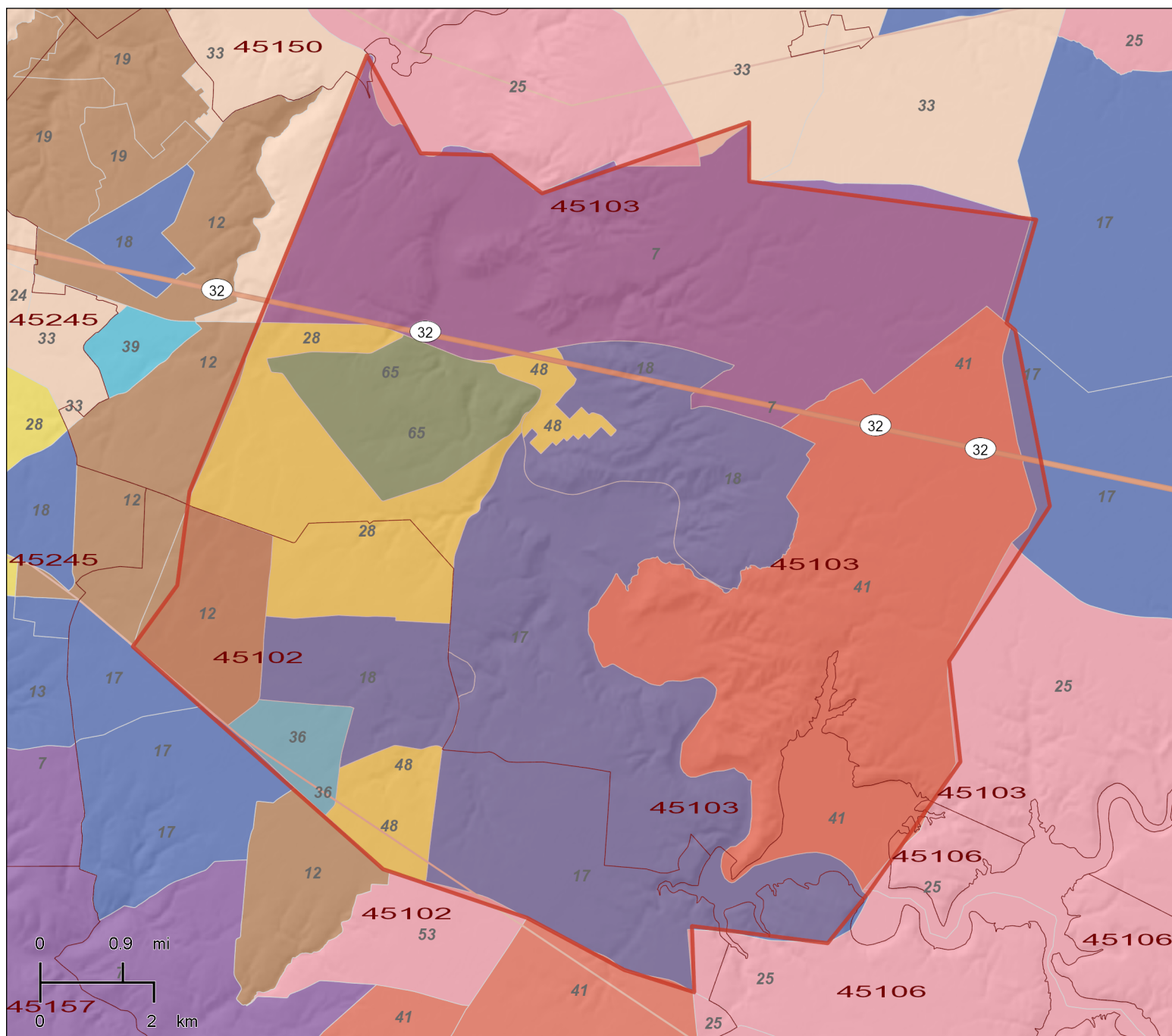


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Dominant Tapestry Site Map

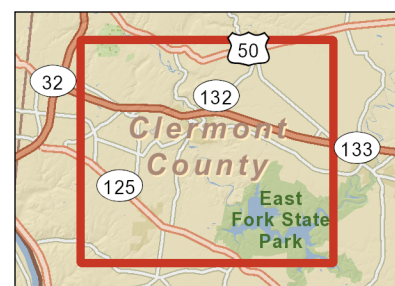
Batavia Township, OH
3902504157 (Batavia township)
Geography: County subdivisions

www.clermontcountyohio.biz



Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas



Source: Esri

April 18, 2013

Made with Esri Business Analyst



Dominant Tapestry Site Map

Batavia Township, OH
3902504157 (Batavia township)
Geography: County subdivisions

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Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Segment 01: Top Rung	Segment 34: Family Foundations
Segment 02: Suburban Splendor	Segment 35: International Marketplace
Segment 03: Connoisseurs	Segment 36: Old and Newcomers
Segment 04: Boomburbs	Segment 37: Prairie Living
Segment 05: Wealthy Seaboard Suburbs	Segment 38: Industrious Urban Fringe
Segment 06: Sophisticated Squires	Segment 39: Young and Restless
Segment 07: Exurbanites	Segment 40: Military Proximity
Segment 08: Laptops and Lattes	Segment 41: Crossroads
Segment 09: Urban Chic	Segment 42: Southern Satellites
Segment 10: Pleasant-Ville	Segment 43: The Elders
Segment 11: Pacific Heights	Segment 44: Urban Melting Pot
Segment 12: Up and Coming Families	Segment 45: City Strivers
Segment 13: In Style	Segment 46: Rooted Rural
Segment 14: Prosperous Empty Nesters	Segment 47: Las Casas
Segment 15: Silver and Gold	Segment 48: Great Expectations
Segment 16: Enterprising Professionals	Segment 49: Senior Sun Seekers
Segment 17: Green Acres	Segment 50: Heartland Communities
Segment 18: Cozy and Comfortable	Segment 51: Metro City Edge
Segment 19: Milk and Cookies	Segment 52: Inner City Tenants
Segment 20: City Lights	Segment 53: Home Town
Segment 21: Urban Villages	Segment 54: Urban Rows
Segment 22: Metropolitans	Segment 55: College Towns
Segment 23: Trendsetters	Segment 56: Rural Bypasses
Segment 24: Main Street, USA	Segment 57: Simple Living
Segment 25: Salt of the Earth	Segment 58: NeWest Residents
Segment 26: Midland Crowd	Segment 59: Southwestern Families
Segment 27: Metro Renters	Segment 60: City Dimensions
Segment 28: Aspiring Young Families	Segment 61: High Rise Renters
Segment 29: Rustbelt Retirees	Segment 62: Modest Income Homes
Segment 30: Retirement Communities	Segment 63: Dorms to Diplomas
Segment 31: Rural Resort Dwellers	Segment 64: City Commons
Segment 32: Rustbelt Traditions	Segment 65: Social Security Set
Segment 33: Midlife Junction	Segment 66: Unclassified

Source: Esri

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